

Breakfast Clubs of Canada and Astral Radio partnership... Another record-breaking initiative!

April 30, 2012

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Montreal, April 30, 2012 - Once again, Astral partnered with Breakfast Clubs of Canada to create awareness for the school breakfast programs throughout Canada and support their annual fund-raising initiative that took place in February and March.

This year, under the “*Help Them Shine Campaign*” theme and with the help of spokesperson Arlene Dickinson (of Dragon’s Den fame), we were able to raise the astounding amount of \$2.9 million! This money will greatly help the Breakfast Clubs that serve approximately 18 million breakfasts across the country feeding over 118,000 children in nearly 1,170 schools.

Funds were raised in several ways: through the purchase of \$1.00 bookmarks at Walmart stores, from February 16 to March 11 (each bookmark equalling one breakfast), through the purchase of select food products from partners who donated a portion of sales during the campaign (Danone, Folgers, Kellogg’s, The Laughing Cow, and Uncle Ben’s) and through text and online donation options.

Astral Radio executed a customized Media Creativity program in 12 markets across Canada (Fredericton, Ottawa, Toronto, Hamilton, London, St.Catharines, Winnipeg, Regina, Calgary, Edmonton, Kelowna and Vancouver) on 28 stations. This included PSA’s, live mentions/liners and interviews, station website event sections, digital ads, electronic newsletters and remotes.

“We are very proud and fortunate to have a partner such as Astral Media. The success of the “*Help them Shine*” campaign is due in large part to the visibility given to Breakfast Clubs of Canada and the collective participation of all the radio stations that supported us” commented Lisa Clowery, Director, Major Accounts, for Breakfast Clubs of Canada.

Murray Christenson, Vice-President, Media Creativity at Astral RadioPlus mentioned « we are very proud to have been able to join forces with such a worthy cause and raise much-needed funds. Our objective for this year was \$2.5 million and we raised \$2.9!! Needless to say, we are thrilled for Breakfast Clubs of Canada and all the kids across Canada that will benefit ».

Client: Breakfast Clubs of Canada

Breakfast Clubs of Canada: Lisa Clowery

Media Agency: Venture Communications

Creative Agency: Venture Communications, Z Communications inc. and Breakfast Clubs of Canada

Astral Radio: Media Creativity team

Stations: Capital FM Fredericton, KHJ Country Fredericton, 105.3 The Fox Fredericton, boom 99.7 Ottawa, 106.9 THE BEAR Ottawa, boom 97.3 Toronto, 999 Virgin Radio Toronto, NEWSTALK 1010 Toronto, 102.9 K-Lite FM Hamilton, 820 CHAM Hamilton, Oldies 1150 Hamilton, 97.5 EZ Rock London, BX93 London, NEWSTALK 1290 London, EZ Rock 103.7 Niagara, NewsTalk 610 CKTB Niagara, 97.7 HTZ FM Niagara, Hot 103 Winnipeg, QX 104 FM Winnipeg, Big Dog 92.7 Regina, 98.5 Virgin Radio Calgary, CJAY 92 Calgary, Classic Country AM 1060 Calgary, 104.9 Virgin Radio Edmonton, 99.9 Sun FM Kelowna, 101.5 EZ Rock Kelowna, AM 1150 Kelowna, Virgin Radio 95.3 Vancouver.

About Breakfast Clubs of Canada

Breakfast Clubs of Canada is a national organization dedicated to providing services and funding for community-based school breakfast programs. We do this with the help of individual and corporate partners, all committed to the cause of feeding our children’s future. It is Breakfast Clubs of Canada’s dream that all children will have an equal chance to start their school day with a nutritious breakfast. To learn more about Breakfast Clubs of Canada or to make a donation online, visit BreakfastClubsCanada.org.

About Astral

Founded in 1961, Astral one of Canada’s largest media companies. It operates several media properties—pay and specialty television, radio, out-of-home advertising and digital media properties—among the most popular in the country. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers alike. To learn more about Astral, go to astral.com.

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For more information

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